VZCZCXRO6430 RR RUEHGH DE RUEHUL #1057 1870703 ZNR UUUUU ZZH R 060703Z JUL 09 FM AMEMBASSY SEOUL TO RUEHC/SECSTATE WASHDC 4907 RUCPDOC/USDOC WASHDC 8808 RUEATRS/DEPT OF TREASURY WASHDC RUEHKO/AMEMBASSY TOKYO 6308 RUEHMO/AMEMBASSY MOSCOW 9965 RUEHBJ/AMEMBASSY BEIJING 6220 RUEAIIA/CIA WASHINGTON DC RUEKJCS/SECDEF WASHINGTON DC RHHMUNA/USCINCPAC HONOLULU HI RUEHGH/AMCONSUL SHANGHAI 0947 RUEHSH/AMCONSUL SHENYANG 4669 RUEHIN/AIT TAIPEI 3643 RUEHGP/AMEMBASSY SINGAPORE 6840 RUCNDT/USMISSION USUN NEW YORK 1202 RUEHGV/USMISSION GENEVA 2527 RUEHLO/AMEMBASSY LONDON 1601 RUEHFR/AMEMBASSY PARIS 2210

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## SIPDIS

E.O. 12958: N/A

TAGS: PREL PGOV MARR ECON KPAO KMDR KS US

SUBJECT: SEOUL - MEDIA REACTION

## NORTH KOREAN MISSILE THREAT

"N. Korea's Missile Launches Require a Calm Response"

Conservative Chosun Ilbo editorialized (07/06): "Through a recent series of missile launches, Pyongyang showed that it has succeeded in improving its missile technology, and if Pyongyang wants, its missiles are now accurate enough to hit major facilities in the ROK. North Korea could aggravate the situation further by staging military provocations against the ROK or conducting a third nuclear test."

"Arms Are Not the Answer"

Right-of-center JoongAng Ilbo editorialized (07/06): "The North's recent acts of bellicosity seem to be related to its succession concerns, but the North should change its way of thinking and pay more attention to its citizens' welfare. It should turn the money it spends on missile launches into a fund to feed its people."

"North Korea Going on Its Own Road"

Moderate Hankook Ilbo editorialized (07/06): "It is noteworthy that the U.S. disregarded (North Korea's provocations) without any public comment. Some observers say that the U.S. took this attitude in order not to be embroiled in North Korea's attention-grabbing strategy, but it may be more accurate to say that Washington's ignorance is designed to keep the focus of its strategic game with North Korea on the nuclear issue by not responding to every short-range missile launch."

"N. Korea's Missile Launches Only Worsen Chances for Dialogue"

Left-leaning Hankyoreh Shinmun editorialized (07/06): "North Korea's scud missiles can strike all ROK regions and part of Japan and therefore are apparently aimed at the ROK and Japan, which lead the hard-line moves against North Korea. North Korea timed its missile launches to coincide with the U.S. Independence Day but did not fire long-range missiles that can provoke the U.S. in order to sound out U.S. intentions."